

PROGRAM : 96518 PARLIAMENT TRAVEL COLLECTION DM #2
PHASE : A
MAIL CODE : 827
PULL DATE : 05/02/96
RECEIVING VENDOR : FD2 FAIA DIRECT MARKETING
CUMULATIVE TOTAL : 33,846

QUANTITY	CELL	CELL DESCRIPTION
24,995	11	PARL DM#2 COMPETITIVE RESP CONTROL
8,851	12	PARL DM#2 COMPETITIVE RESP TEST

2071449083

GENDER	TOTAL LESS			CELL 11 LESS			CELL 12 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MALE	12,968	38.3	38.7	9,529	38.1	38.5	3,439	38.9	39.3
FEMALE	20,530	60.7	61.3	15,210	60.9	61.5	5,320	60.1	60.7
UNKNOWN	348	1.0	.0	256	1.0	.0	92	1.0	.0
TOTAL:	33,846	100.0	100.0	24,995	100.0	100.0	8,851	100.0	100.0
AGE									
21-24	573	1.7	1.7	435	1.7	1.7	138	1.6	1.6
25-34	4,574	13.5	13.5	3,443	13.8	13.8	1,131	12.8	12.8
35-44	6,682	19.7	19.8	4,915	19.7	19.7	1,767	20.0	20.0
45-54	7,113	21.0	21.1	5,278	21.1	21.2	1,835	20.7	20.8
55-64	6,326	18.7	18.7	4,620	18.5	18.5	1,706	19.3	19.3
65+	8,503	25.1	25.2	6,246	25.0	25.0	2,257	25.5	25.5
UNKNOWN	74	.2	.0	57	.2	.0	17	.2	.0
TOTAL:	33,846	100.0	100.0	24,995	100.0	100.0	8,851	100.0	100.0
FLAVOR									
NON-MENTHOL/REGULAR	28,825	85.2	86.4	21,301	85.2	86.5	7,524	85.0	86.3
MENTHOL	4,529	13.4	13.6	3,333	13.3	13.5	1,196	13.5	13.7
UNKNOWN	492	1.5	.0	361	1.4	.0	131	1.5	.0
TOTAL:	33,846	100.0	100.0	24,995	100.0	100.0	8,851	100.0	100.0
TAR LEVEL									
FULL FLAVOR	8,333	24.6	25.9	6,134	24.5	24.6	2,199	24.8	24.9
LIGHT/FLAVOR LOW TAR	18,331	54.2	57.1	13,570	54.3	54.4	4,761	53.8	53.8
ULTRA/EXTRA/LOW	3,479	10.3	10.8	2,558	10.2	10.2	921	10.4	10.4
UNKNOWN	1,725	5.1	.0	1,299	5.2	5.2	426	4.8	4.8
TOTAL:	33,846	100.0	100.0	24,995	100.0	.0	8,851	100.0	.0
LENGTH									
< 85 S	41	.1	.1	33	.1	.1	8	.1	.1
KINGS/85 S	15,284	45.2	46.1	11,278	45.1	46.1	4,006	45.3	46.2
LONGS/100 S	16,686	49.3	50.4	12,331	49.3	50.4	4,355	49.2	50.3
EXTRA LONGS/120 S	1,119	3.3	3.4	824	3.3	3.4	295	3.3	3.4
UNKNOWN	716	2.1	.0	529	2.1	.0	187	2.1	.0
TOTAL:	33,846	100.0	100.0	24,995	100.0	100.0	8,851	100.0	100.0
BUY KIND									
PACK	4,722	14.0	14.3	3,476	13.9	14.2	1,246	14.1	14.4
CARTON	16,171	47.8	48.9	11,965	47.9	49.0	4,206	47.5	48.6
BOTH	12,187	36.0	36.8	8,988	36.0	36.8	3,199	36.1	37.0
UNKNOWN	766	2.3	.0	566	2.3	.0	200	2.3	.0
TOTAL:	33,846	100.0	100.0	24,995	100.0	100.0	8,851	100.0	100.0
MANUFACTURER									
PHILIP MORRIS	15,490	45.8	49.7	11,452	45.8	49.8	4,038	45.6	49.4
BROWN & WILLIAMSON	1,603	4.7	5.1	1,163	4.7	5.1	440	5.0	5.4
LORILLARD	2,713	8.0	8.7	2,006	8.0	8.7	707	8.0	8.6
AMERICAN BRANDS	3,072	9.1	9.9	2,284	9.1	9.9	788	8.9	9.6
LIGGETT	631	1.9	2.0	475	1.9	2.1	156	1.8	1.9
R. J. REYNOLDS	7,659	22.6	24.6	5,613	22.5	24.4	2,046	23.1	25.0
UNKNOWN	2,678	7.9	.0	2,002	8.0	.0	676	7.6	.0
TOTAL:	33,846	100.0	100.0	24,995	100.0	100.0	8,851	100.0	100.0

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BRANDS	TOTAL LESS			CELL 11 LESS			CELL 12 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
UNKNOWN	3,044	9.0	9.9	2,235	8.9	9.8	809	9.1	10.1
ALPINE ***	90	.3	.3	63	.3	.3	27	.3	.3
BENSON & HEDGES	1,441	4.3	4.7	1,052	4.2	4.6	389	4.4	4.8
CAMBRIDGE ***	482	1.4	1.6	367	1.5	1.6	115	1.3	1.4
MARLBORO	9,173	27.1	29.8	6,758	27.0	29.7	2,415	27.3	30.0
MERIT	1,741	5.1	5.7	1,297	5.2	5.7	444	5.0	5.5
MULTIFILTER	4	.0	.0	3	.0	.0	1	.0	.0
PLAYERS BLACK	11	.0	.0	9	.0	.0	2	.0	.0
PLAYERS LIGHT 25S **	10	.0	.0	6	.0	.0	4	.0	.0
CARTIER	1	.0	.0				1	.0	.0
NEXT	3	.0	.0	1	.0	.0	2	.0	.0
SARATOGA	35	.1	.1	24	.1	.1	11	.1	.1
VIRGINIA SLIMS	1,226	3.6	4.0	932	3.7	4.1	294	3.3	3.7
BUCKS ***	6	.0	.0	4	.0	.0	2	.0	.0
PM BLUES	5	.0	.0	5	.0	.0			
PM/PM COMMANDER	11	.0	.0	10	.0	.0	1	.0	.0
PHILIP MORRIS INT'L	17	.1	.1	12	.0	.1	5	.1	.1
VS SUPERSLIMS	39	.1	.1	28	.1	.1	11	.1	.1
BRISTOL ***	5	.0	.0	4	.0	.0	1	.0	.0
CARLTON	872	2.6	2.8	656	2.6	2.9	216	2.4	2.7
LUCKY STRIKE ***	123	.4	.4	91	.4	.4	32	.4	.4
PALL MALL	118	2.1	2.3	515	2.1	2.3	203	2.3	2.5
SILVA THINS	120	.1	.1	18	.1	.1	2	.0	.0
TALL	20	.1	.1	16	.1	.1	4	.0	.0
TAREYTON	270	.8	.9	204	.8	.9	66	.7	.8
MALIBU ***	38	.1	.1	36	.1	.2	2	.0	.0
CARLTON SLIMS	6	.0	.0	4	.0	.0	2	.0	.0
AMERICAN LIGHTS ***	28	.1	.1	20	.1	.1	8	.1	.1
CAPRI	261	.8	.8	186	.7	.8	75	.8	.9
BARCLAY	76	.2	.2	58	.2	.3	18	.2	.2
BELAIR	66	.2	.2	51	.2	.2	15	.2	.2
KIM SLIMS 25'S ***	1	.0	.0	1	.0	.0			
ELI CUTTER	1	.0	.0	1	.0	.0			
KOOL	477	1.4	1.5	337	1.3	1.5	140	1.6	1.7
RALEIGH	136	.4	.4	99	.4	.4	37	.4	.5
RICHLAND 25'S ***	11	.0	.0	9	.0	.0	2	.0	.0
ST. JAMES COURT	1	.0	.0				1	.0	.0
VICEROY ***	249	.7	.8	179	.7	.8	70	.8	.9
FALCON LIGHTS	2	.0	.0	2	.0	.0			
CHESTERFIELD	89	.3	.3	65	.3	.3	24	.3	.3
DORADO	5	.0	.0	3	.0	.0	2	.0	.0
EVE	212	.6	.7	157	.6	.7	55	.6	.7
LARK	105	.3	.3	77	.3	.3	28	.3	.3
PYRAMID ***	94	.3	.3	71	.3	.3	23	.3	.3
L & M	128	.4	.4	103	.4	.5	25	.3	.3
ST. MORITZ	2	.0	.0	1	.0	.0	1	.0	.0
MONTCLAIR ***	508	1.5	1.6	378	1.5	1.7	130	1.5	1.6
KENT GOLDEN LIGHTS	61	.2	.2	41	.2	.2	20	.2	.2
KENT	1,050	3.1	3.4	761	3.0	3.3	289	3.3	3.6
MAX	30	.1	.1	23	.1	.1	7	.1	.1

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BRANDS	TOTAL LESS			CELL 11 LESS			CELL 12 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
NEWPORT	517	1.5	1.7	419	1.7	1.8	98	1.1	1.2
OLD GOLD	60	.2	.2	42	.2	.2	18	.2	.2
SATIN	20	.1	.1	13	.1	.1	7	.1	.1
TRIUMPH	8	.0	.0	7	.0	.0	1	.0	.0
TRUE	768	2.3	2.5	561	2.2	2.5	207	2.3	2.6
KENT III	130	.4	.4	98	.4	.4	32	.4	.4
B&H DE NIC	47	.1	.2	41	.2	.2	6	.1	.1
NEWPORT STRIPES	8	.0	.0	5	.0	.0	3	.0	.0
HARLEY DAVIDSON***	5	.0	.0	5	.0	.0			
MISTY SLIMS ***	383	1.1	1.2	288	1.2	1.3	95	1.1	1.2
BULL DURHAM ***	2	.0	.0	1	.0	.0	1	.0	.0
MERIT ULTIMA	52	.2	.2	38	.2	.2	14	.2	.2
ASTOR ##	2	.0	.0	1	.0	.0	1	.0	.0
BRIGHT	4	.0	.0	2	.0	.0	2	.0	.0
CAMEL	970	2.9	3.1	739	3.0	3.2	231	2.6	2.9
CENTURY 25'S ***	86	.3	.3	63	.3	.3	23	.3	.3
DORAL ***	1,119	3.3	3.6	828	3.3	3.6	291	3.3	3.6
MORE	452	1.3	1.5	331	1.3	1.5	121	1.4	1.5
NOW	402	1.2	1.3	279	1.1	1.2	123	1.4	1.5
RITZ	3	.0	.0				3	.0	.0
SALEM	964	2.8	3.1	684	2.7	3.0	280	3.2	3.5
STERLING ***	42	.1	.1	26	.1	.1	16	.2	.2
VANTAGE	787	2.3	2.6	579	2.3	2.5	208	2.4	2.6
WINSTON	2,615	7.7	8.5	1,928	7.7	8.5	687	7.8	8.5
MAGNA ***	11	.0	.0	8	.0	.0	3	.0	.0
DUNHILL PM/INT'L	11	.0	.0	11	.0	.0			
ROTHMANN'S	1	.0	.0	1	.0	.0			
CHELSEA	2	.0	.0	2	.0	.0			
CLASS A ##	5	.0	.0	3	.0	.0	2	.0	.0
BRONSON ##	9	.0	.0	6	.0	.0	3	.0	.0
EXPORT A	2	.0	.0	1	.0	.0	1	.0	.0
BASIC ##	1,059	3.1	3.4	776	3.1	3.4	283	3.2	3.5
COINS ##	1	.0	.0	1	.0	.0			
COST CUTTERS ##	2	.0	.0	2	.0	.0			
DELTA ##	1	.0	.0	1	.0	.0			
PRICE BREAKER ##	10	.0	.0	6	.0	.0	4	.0	.0
QUALITY ##	2	.0	.0	1	.0	.0	1	.0	.0
YOURS ##	11	.0	.0	10	.0	.0	1	.0	.0
WORTH ##	1	.0	.0	1	.0	.0			
GENERIC/STORE ##	268	.8	.9	214	.9	.9	54	.6	.7
UNKNOWN	3,044	100.0	100.0	2,235	100.0	100.0	809	100.0	100.0
TOTAL:	33,846	100.0	100.0	24,995	100.0	100.0	8,851	100.0	100.0

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	TOTAL LESS			CELL 11 LESS			CELL 12 LESS		
	NUMBER	%	UNKN	NUMBER	%	UNKN	NUMBER	%	UNKN
PREVIOUS BRAND									
NONE/SAME PREVIOUS	1,712	5.6	5.8	1,255	5.5	5.8	457	5.7	6.0
CAMEL WIDES	12	.0	.0	9	.0	.0	3	.0	.0
STYLE***	19	.1	.1	13	.1	.1	6	.1	.1
PRIVATE STOCK##	23	.1	.1	17	.1	.1	6	.1	.1
RIVIERA***	1	.0	.0				1	.0	.0
PRIME##	12	.0	.0	9	.0	.0	3	.0	.0
RALEIGH EXTRA##	3	.0	.0	3	.0	.0			
GPC##	152	.5	.5	105	.5	.5	47	.6	.6
RICHLAND 20'S***	8	.0	.0	4	.0	.0	4	.0	.1
BEST BUY##	10	.0	.0	9	.0	.0	1	.0	.0
PREMIUM BUY##	4	.0	.0	3	.0	.0	1	.0	.0
BEST VALUE##	12	.0	.0	8	.0	.0	4	.0	.1
MONARCH##	85	.3	.3	51	.2	.2	34	.4	.4
UNKNOWN	1,435	4.7	4.9	1,064	4.7	4.9	371	4.6	4.8
ALPINE ***	90	.3	.3	73	.3	.3	17	.2	.2
BENSON & HEDGES	1,113	3.6	3.8	832	3.7	3.8	281	3.5	3.7
CAMBRIDGE ***	281	.9	1.0	211	.9	1.0	70	.9	.9
MARLBORO	3,606	11.7	12.3	2,702	11.9	12.5	904	11.3	11.8
MERIT	1,112	3.6	3.8	836	3.7	3.9	276	3.4	3.6
MULTIFILTER	3	.0	.0	3	.0	.0			
PLAYERS BLACK	21	.1	.1	17	.1	.1	4	.0	.1
PLAYERS LIGHT 25S **	19	.1	.1	12	.1	.1	7	.1	.1
PARLIAMENT LIGHTS	7,311	23.8	25.0	5,364	23.6	24.8	1,947	24.2	25.4
CARTIER	2	.0	.0	1	.0	.0	1	.0	.0
NEXT	2	.0	.0	2	.0	.0			
SARATOGA	31	.1	.1	23	.1	.1	8	.1	.1
VIRGINIA SLIMS	693	2.3	2.4	493	2.2	2.3	200	2.5	2.6
BUCKS ***	17	.1	.1	11	.0	.1	6	.1	.1
PM BLUES	2	.0	.0	2	.0	.0			
PM/PM COMMANDER	24	.1	.1	19	.1	.1	5	.1	.1
PHILIP MORRIS INT'L	35	.1	.1	22	.1	.1	13	.2	.2
VS SUPERSLIMS	37	.1	.1	27	.1	.1	10	.1	.1
BRISTOL ***	15	.0	.1	13	.1	.1	2	.0	.0
CARLTON	343	1.1	1.2	254	1.1	1.2	89	1.1	1.2
LUCKY STRIKE ***	353	1.1	1.2	239	1.1	1.1	114	1.4	1.5
PALL MALL	676	2.2	2.3	515	2.3	2.4	161	2.0	2.1
SILVA THINS	20	.1	.1	14	.1	.1	6	.1	.1
TALL	12	.0	.0	9	.0	.0	3	.0	.0
TAREYTON	179	.6	.6	130	.6	.6	49	.6	.6
MALIBU ***	29	.1	.1	19	.1	.1	10	.1	.1
CARLTON SLIMS	5	.0	.0	5	.0	.0			
AMERICAN LIGHTS ***	12	.0	.0	10	.0	.0	2	.0	.0
CAPRI	94	.3	.3	68	.3	.3	26	.3	.3
BARCLAY	38	.1	.1	31	.1	.1	7	.1	.1
BELAIR	70	.2	.2	52	.2	.2	18	.2	.2
ELI CUTTER	1	.0	.0	1	.0	.0			
KOOL	521	1.7	1.8	396	1.7	1.8	125	1.6	1.6
RALEIGH	186	.6	.6	130	.6	.6	56	.7	.7
RICHLAND 25'S ***	22	.1	.1	19	.1	.1	3	.0	.0
VICEROY ***	257	.8	.9	185	.8	.9	72	.9	.9

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PREVIOUS BRAND	TOTAL LESS			CELL 11 LESS			CELL 12 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
FALCON LIGHTS	1	.0	.0	1	.0	.0			
CHESTERFIELD	173	.6	.6	120	.5	.6	53	.7	.7
DORADO	12	.0	.0	10	.0	.0	2	.0	.0
IVI	123	.4	.4	85	.4	.4	38	.5	.5
LARK	105	.3	.4	85	.4	.4	20	.2	.3
PYRAMID ***	78	.3	.3	54	.2	.2	24	.3	.3
STRIDE***	2	.0	.0	2	.0	.0			
I & M	153	.5	.5	111	.5	.5	42	.5	.5
MONTECLAIR ***	278	.9	.9	202	.9	.9	76	.9	1.0
KENT GOLDEN LIGHTS	76	.2	.3	56	.2	.3	20	.2	.3
KENT	971	3.2	3.3	719	3.2	3.3	252	3.1	3.3
MAX	29	.1	.1	24	.1	.1	5	.1	.1
NEWPORT	536	1.7	1.8	401	1.8	1.9	135	1.7	1.8
OLD GOLD	94	.3	.3	71	.3	.3	23	.3	.3
SATIN	17	.1	.1	8	.0	.0	9	.1	.1
SPRING	2	.0	.0	1	.0	.0	1	.0	.0
TRIUMPH	4	.0	.0	3	.0	.0	1	.0	.0
TRUE	360	1.2	1.2	264	1.2	1.2	96	1.2	1.3
KENT III	120	.4	.4	89	.4	.4	31	.4	.4
B&H DE-NIC	31	.1	.1	23	.1	.1	8	.1	.1
NEWPORT STRIPES	6	.0	.0	6	.0	.0			
HARLEY DAVIDSON***	2	.0	.0	2	.0	.0			
MISTY SLIMS ***	145	.5	.5	103	.5	.5	42	.5	.5
MERIT ULTIMA	19	.1	.1	14	.1	.1	5	.1	.1
BRIGHT	5	.0	.0	2	.0	.0	3	.0	.0
CAMEL	1,151	3.7	3.9	836	3.7	3.9	315	3.9	4.1
CENTURY 25'S ***	81	.3	.3	64	.3	.3	17	.2	.2
DORAL ***	521	1.7	1.8	384	1.7	1.8	137	1.7	1.8
MORE	202	.7	.7	156	.7	.7	46	.6	.6
NOW	214	.7	.7	159	.7	.7	55	.7	.7
RITZ	6	.0	.0	4	.0	.0	2	.0	.0
SALEM	779	2.5	2.7	572	2.5	2.6	207	2.6	2.7
STERLING ***	40	.1	.1	32	.1	.1	8	.1	.1
VANTAGE	508	1.7	1.7	388	1.7	1.8	120	1.5	1.6
WINSTON	2,554	8.3	8.7	1,886	8.3	8.7	668	8.3	8.7
MAGNA ***	20	.1	.1	14	.1	.1	6	.1	.1
DUNHILL PM/INT'L	10	.0	.0	9	.0	.0	1	.0	.0
MILD SEVEN	1	.0	.0	1	.0	.0			
ROTHMANN'S	3	.0	.0	3	.0	.0			
CHELSEA	2	.0	.0	1	.0	.0	1	.0	.0
CLASS A ##	4	.0	.0	2	.0	.0	2	.0	.0
BRONSON ##	2	.0	.0	2	.0	.0			
BASIC ##	390	1.3	1.3	298	1.3	1.4	92	1.1	1.2
COINS ##	1	.0	.0	1	.0	.0			
COST CUTTERS ##	1	.0	.0	1	.0	.0			
PRICE BREAKER ##	2	.0	.0	1	.0	.0	1	.0	.0
QUALITY ##	4	.0	.0	2	.0	.0	2	.0	.0
SCOTCH BUY ##	1	.0	.0	1	.0	.0			
YOURS ##	4	.0	.0	2	.0	.0	2	.0	.0
WORTH ##	2	.0	.0	2	.0	.0			

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PREVIOUS BRAND GENERIC/STORE ##	TOTAL LESS			CELL 11 LESS			CELL 12 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
	170	.6	.6	133	.6	.6	37	.5	.5
UNKNOWN	1,435	100.0	100.0	2,235	100.0	100.0	809	100.0	100.0
TOTAL	30,735	100.0	100.0	22,700	100.0	100.0	8,035	100.0	100.0

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JJJJJJJJJ	00000000	6666666666	7777777777	11	5555555555	8888888888
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JJ	00 0000	66 66	77 77	1111	55	88 88
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*          E N D                      V P S  R6.1  STC: VPS                      E N D          *
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*          JOB / PRINTER IDENTIFICATION      OFF-PRINTER      VPS JOB RELATED PRINT STATISTICS
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* JOBNAME: MDDQ28      PRINTER NAME: AF11      DATE: 96.123      ELAPSED PRINT TIME 00.19.53.44      AVG COMP LINE LGTH (Q)-----64
* JOBID:  JOB06715      VPSLIB MEMBER: AF11      05/02/96      NUMBER LINES PRINTED-----11,201      AVG COMP LINE LGTH (V)-----107
*                                     THU      NUMBER PAGES PRINTED-----243      NUMBER VTAM SENDS-----1,688
*                                     TIME: 22.01.07.14      NUMBER D/S PRINTED-----3      NUMBER STAGING I/Q'S-----98
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